



1. Understanding the Business

First we will need to have complete knowledge of industry as it is vital before start working. Study Market and define targeted market.

2. Keyword Analysis

Keywords are important and they are analyzed depending on the field of the site. Proper search and the analysis of keywords related to your website yields the highest Return on Investment (ROI). Keyword analysis is an important process in search engine optimization. Many keywords, which are most valuable for the site, are analyzed.

3. Top Keywords Suggestion

We will analyze your website and few top keywords to the site will be identified and suggested.

4. Page Meta Title Optimization

The page title is the heading that appears in the blue bar across the top of the browser and does not appear within the web page. Page Title is very important since it serves to be the main keyword both for the visitors and the Search Engine. We optimize the page title by including short and relevant key phrases. The page title is optimized in such a way that it attracts the visitors and the search engines. Therefore a well-written page title will stand out differently from your competitor's title on the results page.

5. Body Text Optimization

The content inside the site is very important, because they reveal the core subject of the site. Body text will be optimized such that the home page of your site will be the main landing page for your visitors. Each one of the pages are optimized with respect all the SEO aspects. We build good quality content. Without spamming or keyword stuffing we build content, which includes keywords or phrases, heading levels, font family, size, style and etc.

6. Basic Home Page Optimization

Any one of the web pages of your site is considered and optimized according to the search engine standards. The page is well studied and keywords and phrases are analyzed and chosen. The page is optimized with those key phrases. Keywords are positioned in strategically within your page.

7. Robot.txt Addition

Robot.txt is a file written and stored in the root directory of a website that restricts the search engine spiders from indexing certain pages of your website. This file does not allow certain spiders from viewing your private files. You can also prevent certain spider to look at any of the web pages through this file.

8. Sitemap Generation

Sitemaps are an easy way for webmasters to inform search engines about pages on their sites that are available for crawling. In its simplest form, a Sitemap is an XML file that lists URLs for a site along with additional metadata about each URL (when it was last updated, how often it usually changes, and how important it is, relative to other URLs in the site) so that search engines can more intelligently crawl the site.

9. W3C HTML Validation

According to HTML standards, each HTML document requires a document type declaration. If

standard HTML does not fully meet your requirements and still if you wish to gain the benefits of HTML validation, we do manual HTML validation. All the HTML tags are validated manually with the purpose your site in the mind.

10. Basic Search Engine Submission

Search engine submission refers to the act of submitting your web site to major search engines and directories and getting listed in those. Getting listed does not mean that you will rank well in the listing. It simply means that the search engine knows that your pages exist. Having top search engine listings is important for any company. A good search engine ranking results in many visitors and sales! If you don't promote your site in the best way, nobody will see your site. So submitting your site to major Search Engines is very important to promote your site.

11. Online Competitor Analysis and Monitoring

Doing an online competitor analysis get you know:

- * Who are your online competitors?
- * How effective are they with their websites?
- * How to use this information to design your new site or improve your existing site?

From this analysis, you can learn the strengths and weaknesses of your competitors, as well as any gap in the market that they you can use to your advantage. It will also help you understand and groom yourself to the needs to compete effectively. Our competitor analysis will report the key aspects of your competitors' online strategy and tell you how well they perform and achieve their goals.

We can produce regular analyzed reports giving you the detailed activities of your competitors. We can support your business objectives and IP strategy by employing the appropriate monitoring services. Competitor monitoring helps you to improve you business by improving your marketing strategies, promoting your products and improve your ROI.

12. Image Optimization

Images are important to a site as they visually attract the readers. Images in your page are well read and will be optimized with respect to the search engines. The title for the image is framed such that they also serve to be the keyword. Providing proper Alt Tags to the images enhances the SEO technique of the page. The image is optimized effectively for:

- * Search engine optimization
- * Storage Effects

13. Media File Optimization

Like the text files all the multimedia files are also important in the website. They also help all lot for the Search Engines while searching for keywords. Search engines cannot read the media files, therefore it is important for us to write a proper description for the file. It is very important that all the media files are to be checked properly. All the Alt tags for the media files are optimized with proper keywords. Proper description will be provided for all the media files to enhance the search by the search engines.

14. Manual Directory Submission

Manual submission is much more important. The directory submission is based on keyword grouping and site sections. The title and description will be made.

15. Social media optimization

Social media optimization (SMO) is a set of methods for generating publicity through social media, online communities and community websites.

16. Article Distribution

Article distribution is one of the greatest ways of getting ranking is submitting articles to article directories.

17. Link Building

Proper link building strategy increases link popularity to your site. Your site will be linked with

relevant sites, which have higher ranking. This, in turn help in the increase in your sites traffic. Sharing of links between sites helps in the increase of site's PR value.

18. Statistics Report

Web site statistics provides you information that let you know the data about the traffic coming to your website. A clear statistics from visible counters to the invisible logs is given. These numbers are vital in shaping advertising campaigns and site design for a website. Web site statistics include the following pieces of information:

Hits: Hits are the number of times files and pages were retrieved from the server.

Files: This represents how many non-html files were requested from the server.

Page Views: Page views are how often a page on your server was viewed.

Visits: This number represents how many unique IP's (a good measure for individual people) visited the site.

URLs: The URL tracking gives you an idea what specific files are the most popular on your site.

Referrer: The referrer is the website that linked to a page on your site.

Search Strings: This track the search text a visitor entered into a search engine to get into on your site.

User Agent: The user agent is the browser that the visitor uses to visit your site.

19. Dynamic Content Optimization

Web pages some times change its content depending on database information or user settings. A scripting language such as PHP or ASP is usually used to bring about such a result. Search engines are now advanced enough to index such pages. Optimizing your dynamic content increase link popularity and allow user interactivity on your website. This implies increased traffic, which means increased sales. Your web site can deliver market-targeted content and product based information to your customers, which increases your product sales.

20. Follow up of Listing

A clear report of number of visitors who visited your site over a period is prepared. The number of the visitor will be noted and it will be followed up. The number of visit, time spent on the site, reference sites from which he had entered, etc will be noted and will be listed. This follow up listing helps you to improve of the site in all aspects.

21. Benchmark Reporting

A final, overall report about all the above-mentioned services will be provided. This helps you to have an overall look at the services provided to you.